



KMOV
One Memorial Drive
St. Louis, MO 63102

Waterfront Strategies
1010 Wisconsin Ave
Suite 800
Washington, DC 20007-3603

Contract

861808

Schedule Dates 10/16/12-10/29/12
Advertiser Senate Majority PAC (38811)
Agency/T-Code Waterfront Strategies (8116)/154583751
Product Political - US Senate (1176)
Brand Senate Majority PAC Est. 2093 (179968)
Salesperson Johannessen, Jordan (2818)
Sales Office TeleRep - New York
Buyer Name SPENCER,DANIELLE
Phone/Fax (202) 550-6060 /
CPE 94/100/2093
Account Types National/Political PAC - Agency
Billing Type Standard
Comments SENATE MAJORITY PAC
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 10/15/12
Last Modified 10/15/12
Entered By Lisa Rees
CO-OP No
Headline # 06374624
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$16,155.00
Net Total \$91,545.00
Sales Tax

St. Louis (KMOV) (KMOV)

| By Broadcast Month | Spots | Rate |
|---------------------|-----------|---------------------|
| Oct. 2012 | 66 | \$103,450.00 |
| Nov. 2012 | 4 | \$4,250.00 |
| Grand Total: | 70 | \$107,700.00 |

| Line | Line Type / Break Type (Ref #) | Dates | Sec | Length | Run Times | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate | Total | Station | Comments | Entered |
|------|--------------------------------|-------------------|-----|--------|---------------------------------------|-----|----|----|----|----|----|----|----|-------|------------|------------|-------------------------|-----------------|----------|
| 1.0 | Normal Line / SPOT | 10/16/12-10/19/12 | 4 | :30 | 20062- News @ 10pm M-F | 1 | | X | X | X | X | | | 1 | \$2,500.00 | \$2,500.00 | St. Louis (KMOV) (KMOV) | NEWS 4 AT 10 | 10/15/12 |
| 2.0 | Normal Line / SPOT | 10/23/12-10/26/12 | 4 | :30 | 20062- News @ 10pm M-F | 1 | | X | X | X | X | | | 1 | \$2,500.00 | \$2,500.00 | St. Louis (KMOV) (KMOV) | NEWS 4 AT 10 | 10/15/12 |
| 3.0 | Normal Line / SPOT | 10/16/12-10/19/12 | 4 | :30 | 20063- Late Show with David Letterman | 2 | | X | X | X | X | | | 2 | \$500.00 | \$1,000.00 | St. Louis (KMOV) (KMOV) | DAVID LETTERMAN | 10/15/12 |
| 4.0 | Normal Line / SPOT | 10/23/12-10/26/12 | 4 | :30 | 20063- Late Show with David Letterman | 1 | | X | X | X | X | | | 1 | \$500.00 | \$500.00 | St. Louis (KMOV) (KMOV) | DAVID LETTERMAN | 10/15/12 |
| 5.0 | Normal Line / SPOT | 10/16/12-10/19/12 | 4 | :30 | 20027- Inside Edition | 1 | | X | X | X | X | | | 1 | \$300.00 | \$300.00 | St. Louis (KMOV) (KMOV) | INSIDE EDITION | 10/15/12 |
| 6.0 | Normal Line / SPOT | 10/23/12-10/26/12 | 4 | :30 | 20027- Inside Edition | 1 | | X | X | X | X | | | 1 | \$300.00 | \$300.00 | St. Louis (KMOV) (KMOV) | INSIDE EDITION | 10/15/12 |
| 7.0 | Normal Line / SPOT | 10/16/12-10/19/12 | 4 | :30 | 20022- Price is Right | 1 | | X | X | X | X | | | 1 | \$500.00 | \$500.00 | St. Louis (KMOV) (KMOV) | PRICE IS RIGHT | 10/15/12 |
| 8.0 | Normal Line / SPOT | 10/23/12-10/26/12 | 4 | :30 | 20022- Price is Right | 1 | | X | X | X | X | | | 1 | \$500.00 | \$500.00 | St. Louis (KMOV) (KMOV) | PRICE IS RIGHT | 10/15/12 |
| 9.0 | Normal Line / SPOT | 10/16/12-10/19/12 | 4 | :30 | 20023- News @ 12noon M-F | 2 | | X | X | X | X | | | 2 | \$750.00 | \$1,500.00 | St. Louis (KMOV) (KMOV) | NEWS 4 AT NOON | 10/15/12 |
| 10.0 | Normal Line / SPOT | 10/23/12-10/26/12 | 4 | :30 | 20023- News @ 12noon M-F | 2 | | X | X | X | X | | | 2 | \$750.00 | \$1,500.00 | St. Louis (KMOV) (KMOV) | NEWS 4 AT NOON | 10/15/12 |
| 11.0 | Normal Line / SPOT | 10/16/12-10/19/12 | 4 | :30 | 28663- Dr. Phil | 1 | | X | X | X | X | | | 1 | \$750.00 | \$750.00 | St. Louis (KMOV) (KMOV) | DR. PHIL | 10/15/12 |
| 12.0 | Normal Line / SPOT | 10/23/12-10/26/12 | 4 | :30 | 28663- Dr. Phil | 1 | | X | X | X | X | | | 1 | \$750.00 | \$750.00 | St. Louis (KMOV) (KMOV) | DR. PHIL | 10/15/12 |
| 13.0 | Normal Line / SPOT | 10/16/12-10/19/12 | 4 | :30 | 20054- News @ 5pm M-F | 2 | | X | X | X | X | | | 2 | \$1,500.00 | \$3,000.00 | St. Louis (KMOV) (KMOV) | NEWS 4 AT 5P | 10/15/12 |

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



KMOV
One Memorial Drive
St. Louis, MO 63102

Waterfront Strategies
1010 Wisconsin Ave
Suite 800
Washington, DC 20007-3603

Contract

861808

Schedule Dates

10/16/12-10/29/12

Advertiser

Senate Majority PAC (38811)

Agency/T-Code

Waterfront Strategies (8116)/154583751

Product

Political - US Senate (1176)

Brand

Senate Majority PAC Est. 2093 (179968)

Salesperson

Johannessen, Jordan (2818)

Sales Office

TeleRep - New York

Buyer Name

SPENCER,DANIELLE

Phone/Fax

(202) 550-6060 /

CPE

94/100/2093

Account Types

National/Political PAC - Agency

Billing Type

Standard

Comments

SENATE MAJORITY PAC
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered

10/15/12

Last Modified

10/15/12

Entered By

Lisa Rees

CO-OP

No

Headline

06374624

Demo

Order Type

Normal

Package Deal

Commission %

15.00

Commission

\$16,155.00

Net Total

\$91,545.00

Sales Tax

St. Louis (KMOV) (KMOV)

By Broadcast Month

Spots

Rate

Oct. 2012 66 \$103,450.00

Nov. 2012 4 \$4,250.00

Grand Total: 70 \$107,700.00

| Line | Line Type / Break Type (Ref #) | Dates | Sec | Length | Run Times | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate | Total | Station | Comments | Entered |
|------|--------------------------------|-------------------|-----|--------|------------------------------|-----|----|----|----|----|----|----|----|-------|------------|------------|-------------------------|-----------------------|----------|
| 14.0 | Normal Line / SPOT | 10/23/12-10/26/12 | 4 | :30 | 20054- News @ 5pm M-F | 1 | | X | X | X | X | | | 1 | \$1,500.00 | \$1,500.00 | St. Louis (KMOV) (KMOV) | NEWS 4 AT 5P | 10/15/12 |
| 15.0 | Normal Line / SPOT | 10/16/12-10/19/12 | 4 | :30 | 48386- News @ 5am | 2 | | X | X | X | X | | | 2 | \$300.00 | \$600.00 | St. Louis (KMOV) (KMOV) | AWAKE NEWS 4 AT 5A | 10/15/12 |
| 16.0 | Normal Line / SPOT | 10/23/12-10/26/12 | 4 | :30 | 48386- News @ 5am | 2 | | X | X | X | X | | | 2 | \$300.00 | \$600.00 | St. Louis (KMOV) (KMOV) | AWAKE NEWS 4 AT 5A | 10/15/12 |
| 17.0 | Normal Line / SPOT | 10/16/12-10/19/12 | 4 | :30 | 20055- News @ 6pm M-F | 1 | | X | X | X | X | | | 1 | \$1,500.00 | \$1,500.00 | St. Louis (KMOV) (KMOV) | NEWS 4 AT 6P | 10/15/12 |
| 18.0 | Normal Line / SPOT | 10/23/12-10/26/12 | 4 | :30 | 20055- News @ 6pm M-F | 2 | | X | X | X | X | | | 2 | \$1,500.00 | \$3,000.00 | St. Louis (KMOV) (KMOV) | NEWS 4 AT 6P | 10/15/12 |
| 19.0 | Normal Line / SPOT | 10/16/12-10/19/12 | 4 | :30 | 20015- News @ 6am M-F | 1 | | X | X | X | X | | | 1 | \$500.00 | \$500.00 | St. Louis (KMOV) (KMOV) | AWAKE NEWS 4 AT 6A | 10/15/12 |
| 20.0 | Normal Line / SPOT | 10/23/12-10/26/12 | 4 | :30 | 20015- News @ 6am M-F | 1 | | X | X | X | X | | | 1 | \$500.00 | \$500.00 | St. Louis (KMOV) (KMOV) | AWAKE NEWS 4 AT 6A | 10/15/12 |
| 21.0 | Normal Line / SPOT | 10/16/12-10/19/12 | 4 | :30 | 20053- Entertainment Tonight | 2 | | X | X | X | X | | | 2 | \$1,500.00 | \$3,000.00 | St. Louis (KMOV) (KMOV) | ENTERTAINMENT TONIGHT | 10/15/12 |
| 22.0 | Normal Line / SPOT | 10/23/12-10/26/12 | 4 | :30 | 20053- Entertainment Tonight | 2 | | X | X | X | X | | | 2 | \$1,500.00 | \$3,000.00 | St. Louis (KMOV) (KMOV) | ENTERTAINMENT TONIGHT | 10/15/12 |
| 23.0 | Normal Line / SPOT | 10/16/12-10/19/12 | 4 | :30 | 131968- CBS This Morning | 2 | | X | X | X | X | | | 2 | \$350.00 | \$700.00 | St. Louis (KMOV) (KMOV) | CBS THIS MORNING | 10/15/12 |
| 24.0 | Normal Line / SPOT | 10/23/12-10/26/12 | 4 | :30 | 131968- CBS This Morning | 3 | | X | X | X | X | | | 3 | \$350.00 | \$1,050.00 | St. Louis (KMOV) (KMOV) | CBS THIS MORNING | 10/15/12 |
| 25.0 | Normal Line / SPOT | 10/16/12-10/19/12 | 4 | :30 | 137124- Katie | 2 | | X | X | X | X | | | 2 | \$250.00 | \$500.00 | St. Louis (KMOV) (KMOV) | KATIE COURIC | 10/15/12 |
| 26.0 | Normal Line / SPOT | 10/23/12-10/26/12 | 4 | :30 | 137124- Katie | 3 | | X | X | X | X | | | 3 | \$250.00 | \$750.00 | St. Louis (KMOV) (KMOV) | KATIE COURIC | 10/15/12 |

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



KMOV
One Memorial Drive
St. Louis, MO 63102

Waterfront Strategies
1010 Wisconsin Ave
Suite 800
Washington, DC 20007-3603

Contract

861808

Schedule Dates

10/16/12-10/29/12

Advertiser

Senate Majority PAC (38811)

Agency/T-Code

Waterfront Strategies (8116)/154583751

Product

Political - US Senate (1176)

Brand

Senate Majority PAC Est. 2093 (179968)

Salesperson

Johannessen, Jordan (2818)

Sales Office

TeleRep - New York

Buyer Name

SPENCER,DANIELLE

Phone/Fax

(202) 550-6060 /

CPE

94/100/2093

Account Types

National/Political PAC - Agency

Billing Type

Standard

Comments

SENATE MAJORITY PAC
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered

10/15/12

Last Modified

10/15/12

Entered By

Lisa Rees

CO-OP

No

Headline

06374624

Demo

Order Type

Normal

Package Deal

Commission %

15.00

Commission

\$16,155.00

Net Total

\$91,545.00

Sales Tax

St. Louis (KMOV) (KMOV)

By Broadcast Month

Spots

Rate

Oct. 2012 66 \$103,450.00

Nov. 2012 4 \$4,250.00

Grand Total: 70 \$107,700.00

| Line | Line Type / Break Type (Ref #) | Dates | Sec | Length | Run Times | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate | Total | Station | Comments | Entered |
|--------|--------------------------------|-------------------|-----|--------|------------------------------------|-----|----|----|----|----|----|----|----|-------|------------|------------|-------------------------|---|----------|
| 27.0 | Normal Line / SPOT | 10/20/12-10/20/12 | 4 | :30 | 20108- News @ 10pm Sat | | | | | | | 1 | | 1 | \$1,000.00 | \$1,000.00 | St. Louis (KMOV) (KMOV) | NEWS 4 | 10/15/12 |
| 28.0 | Normal Line / SPOT | 10/27/12-10/27/12 | 4 | :30 | 20108- News @ 10pm Sat | | | | | | | 1 | | 1 | \$1,000.00 | \$1,000.00 | St. Louis (KMOV) (KMOV) | NEWS 4 | 10/15/12 |
| 29.0 | Normal Line / SPOT | 10/20/12-10/20/12 | 4 | :30 | 119145- News @ 10:30pm | | | | | | | 1 | | 1 | \$750.00 | \$750.00 | St. Louis (KMOV) (KMOV) | NEWS 4 | 10/15/12 |
| 30.0 | Normal Line / SPOT | 10/27/12-10/27/12 | 4 | :30 | 119145- News @ 10:30pm | | | | | | | 1 | | 1 | \$750.00 | \$750.00 | St. Louis (KMOV) (KMOV) | NEWS 4 | 10/15/12 |
| 31.0 | Normal Line / NCAA - FOOTBALL | 10/20/12-10/20/12 | 4 | :30 | 51911- CBS Sports College Football | | | | | | | 1 | | 1 | \$1,500.00 | \$1,500.00 | St. Louis (KMOV) (KMOV) | SEC ON CBS | 10/15/12 |
| 32.0 | Normal Line / NCAA - FOOTBALL | 10/27/12-10/27/12 | 4 | :30 | 51911- CBS Sports College Football | | | | | | | 2 | | 2 | \$1,500.00 | \$3,000.00 | St. Louis (KMOV) (KMOV) | SEC ON CBS | 10/15/12 |
| 33.0 | Normal Line / SPOT | 10/20/12-10/20/12 | 4 | :30 | 20103- News @ 6pm Sa | | | | | | | 1 | | 1 | \$500.00 | \$500.00 | St. Louis (KMOV) (KMOV) | NEWS 4 AT 6PM SATURDAY | 10/15/12 |
| 34.0 | Normal Line / SPOT | 10/27/12-10/27/12 | 4 | :30 | 20103- News @ 6pm Sa | | | | | | | 1 | | 1 | \$500.00 | \$500.00 | St. Louis (KMOV) (KMOV) | NEWS 4 AT 6PM SATURDAY | 10/15/12 |
| 35.0 | Normal Line / SPOT | 10/21/12-10/21/12 | 4 | :30 | 20789- News @ 10pm Sun | | | | | | | | 1 | | \$2,500.00 | | St. Louis (KMOV) (KMOV) | NEWS 4 AT 10P SUN | 10/15/12 |
| 35.0.1 | Preempt | 10/21/12 | | | | | | | | | | | | | | | St. Louis (KMOV) (KMOV) | S/I-Incorrect Entry/Exception - prg airs in DB due to NFL | |
| 36.0 | Normal Line / SPOT | 10/28/12-10/28/12 | 4 | :30 | 20789- News @ 10pm Sun | | | | | | | | 1 | 1 | \$2,500.00 | \$2,500.00 | St. Louis (KMOV) (KMOV) | NEWS 4 AT 10P SUN | 10/15/12 |

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



KMOV
One Memorial Drive
St. Louis, MO 63102

Waterfront Strategies
1010 Wisconsin Ave
Suite 800
Washington, DC 20007-3603

Contract

861808

Schedule Dates

10/16/12-10/29/12

Advertiser

Senate Majority PAC (38811)

Agency/T-Code

Waterfront Strategies (8116)/154583751

Product

Political - US Senate (1176)

Brand

Senate Majority PAC Est. 2093 (179968)

Salesperson

Johannessen, Jordan (2818)

Sales Office

TeleRep - New York

Buyer Name

SPENCER,DANIELLE

Phone/Fax

(202) 550-6060 /

CPE

94/100/2093

Account Types

National/Political PAC - Agency

Billing Type

Standard

Comments

SENATE MAJORITY PAC
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered

10/15/12

Last Modified

10/15/12

Entered By

Lisa Rees

CO-OP

No

Headline

06374624

Demo

Order Type

Normal

Package Deal

Commission %

15.00

Commission

\$16,155.00

Net Total

\$91,545.00

Sales Tax

St. Louis (KMOV) (KMOV)

By Broadcast Month

Spots

Rate

Oct. 2012 66 \$103,450.00

Nov. 2012 4 \$4,250.00

Grand Total: 70 \$107,700.00

| Line | Line Type / Break Type (Ref #) | Dates | Sec | Length | Run Times | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate | Total | Station | Comments | Entered |
|--------|--------------------------------|-------------------|-----|--------|----------------------------|-----|----|----|----|----|----|----|----|-------|-------------|-------------|-------------------------|---|----------|
| 37.0 | Normal Line / SPOT | 10/21/12-10/21/12 | 4 | :30 | 119144- News @ 10:30pm Sun | | | | | | | | 1 | | \$1,500.00 | | St. Louis (KMOV) (KMOV) | NEWS 4 AT SUN | 10/15/12 |
| 37.0.1 | Preempt | 10/21/12 | | | | | | | | | | | | | | | St. Louis (KMOV) (KMOV) | S/I-Incorrect Entry/Exception - prg airs in DB due to NFL | |
| 38.0 | Normal Line / SPOT | 10/28/12-10/28/12 | 4 | :30 | 119144- News @ 10:30pm Sun | | | | | | | | 1 | 1 | \$1,500.00 | \$1,500.00 | St. Louis (KMOV) (KMOV) | NEWS 4 AT SUN | 10/15/12 |
| 39.0 | Normal Line / NFL - Rams | 10/28/12-10/28/12 | 4 | :30 | 23839- NFL on CBS | | | | | | | | 2 | 2 | \$15,000.00 | \$30,000.00 | St. Louis (KMOV) (KMOV) | RAMS VS. PATRIOTS 10/28 | 10/15/12 |
| 40.0 | Normal Line / SPOT | 10/21/12-10/21/12 | 4 | :30 | 8A- 10A (CT) | | | | | | | | 2 | 2 | \$850.00 | \$1,700.00 | St. Louis (KMOV) (KMOV) | CBS SUN MORNING/FACETHE NATION | 10/15/12 |
| 41.0 | Normal Line / SPOT | 10/28/12-10/28/12 | 4 | :30 | 8A- 10A (CT) | | | | | | | | 2 | 2 | \$850.00 | \$1,700.00 | St. Louis (KMOV) (KMOV) | CBS SUN MORNING/FACETHE NATION | 10/15/12 |
| 42.0 | Revised Line / SPOT | 10/16/12-10/16/12 | 4 | :30 | 42783- NCIS | | | 2 | | | | | | | | | St. Louis (KMOV) (KMOV) | NCIS | 10/15/12 |
| 42.1 | Normal Line / SPOT | 10/16/12-10/16/12 | 4 | :30 | 111159- NCIS : Los Angeles | | | 2 | | | | | | 2 | \$5,000.00 | \$10,000.00 | St. Louis (KMOV) (KMOV) | NCIS OTO | 10/15/12 |
| 43.0 | Normal Line / SPOT | 10/23/12-10/23/12 | 4 | :30 | 42783- NCIS | | | 2 | | | | | | 2 | \$5,000.00 | \$10,000.00 | St. Louis (KMOV) (KMOV) | NCIS | 10/15/12 |
| 44.0 | Normal Line / SPOT | 10/22/12-10/22/12 | 4 | :30 | 20062- News @ 10pm M-F | | 1 | | | | | | | 1 | \$2,500.00 | \$2,500.00 | St. Louis (KMOV) (KMOV) | NEWS 4 AT 10 | 10/15/12 |

CONFIRMATION CONTRACT

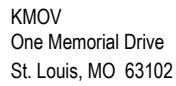
Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



| | |
|-----------------------|---|
| Contract # | 861808 |
| Schedule Dates | 10/16/12-10/29/12 |
| Advertiser | Senate Majority PAC (38811) |
| Agency/T-Code | Waterfront Strategies (8116)/154583751 |
| Product | Political - US Senate (1176) |
| Brand | Senate Majority PAC Est. 2093 (179968) |
| Salesperson | Johannessen, Jordan (2818) |
| Sales Office | TeleRep - New York |
| Buyer Name | SPENCER,DANIELLE |
| Phone/Fax | (202) 550-6060 / |
| CPE | 94/100/2093 |
| Account Types | National/Political PAC - Agency |
| Billing Type | Standard |
| Comments | SENATE MAJORITY PAC ***** THIS IS A CASH IN ADVANCE SCHEDULE ***** |

| St. Louis (KMOV) (KMOV) | | |
|--------------------------------|--------------|---------------------|
| <u>By Broadcast Month</u> | <u>Spots</u> | <u>Rate</u> |
| Oct. 2012 | 66 | \$103,450.00 |
| Nov. 2012 | 4 | \$4,250.00 |
| Grand Total: | 70 | \$107,700.00 |

CONFIRMATION CONTRACT

Page 5 of 5